



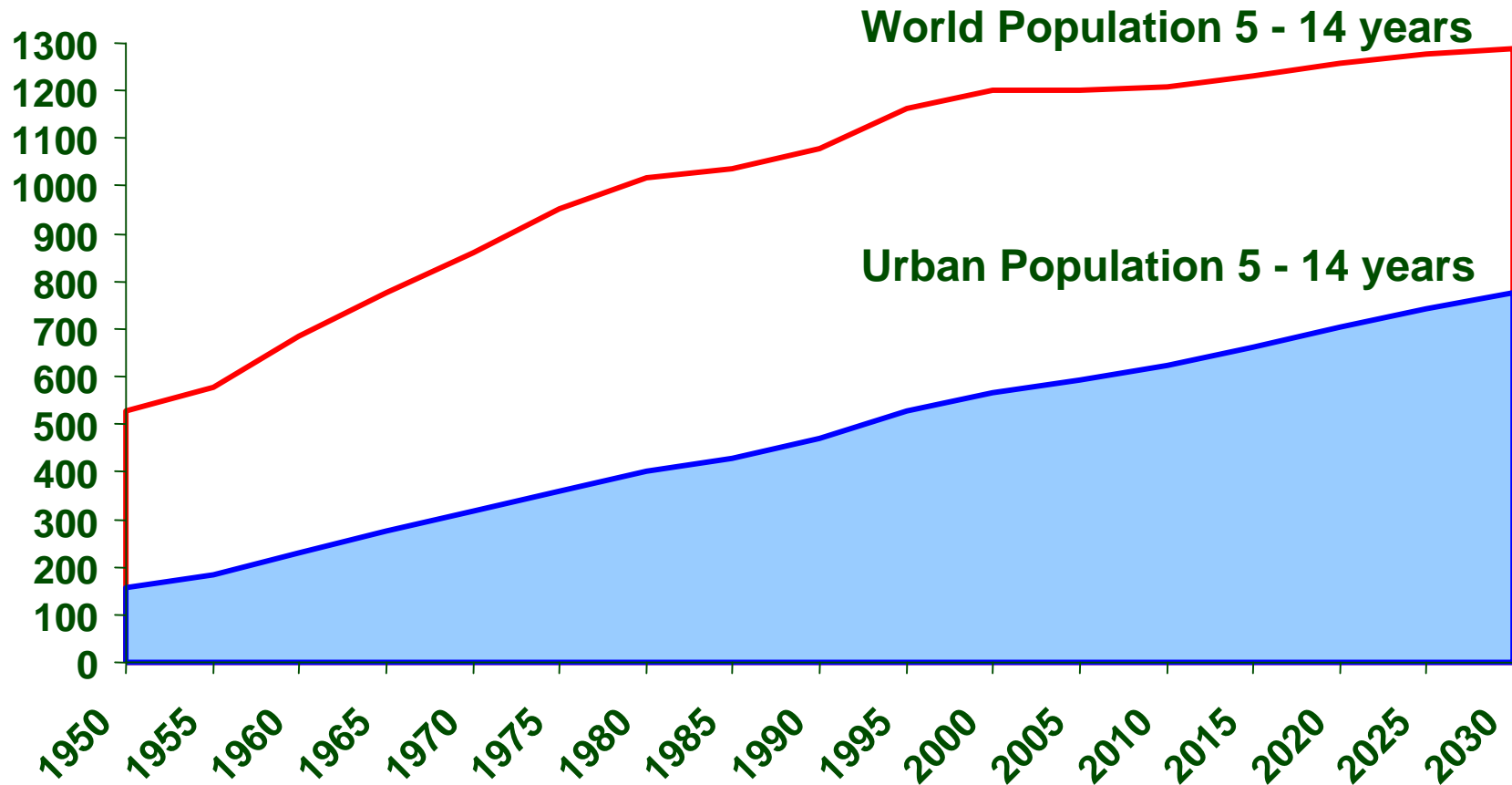
# Why kids and brands will always be in love



Hank Raessens  
Directeur Kwalitatief Onderzoek  
Millward Brown / Centrum

# Who moved my cheese?

Population  
in millions



Source: United Nations Population Division: World Population Prospects



# Importance of young consumers

- Departing the playground
- 20,000 ads
- Affluent
- More of them
- Lifetime spends huge



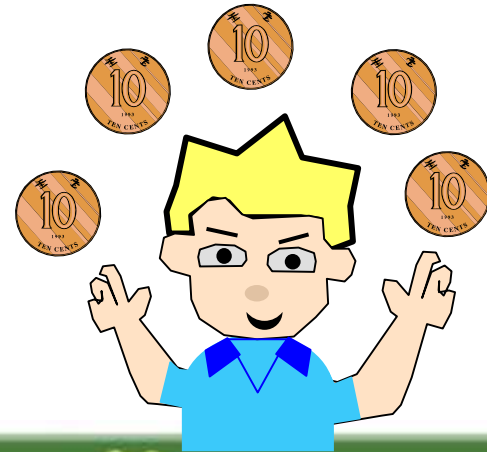
# Value of the US Tweens market

Purchases made directly **by** tweens  
- US \$40 billion per annum



Adult purchases **influenced** by tweens  
- US \$500 billion per annum

Value of **future** expenditure  
- \$140 trillion



# Let's Talk - Send me an SMS

- KGOY
- 24/7 generation
- Land-line phone, mobile, chat room, SMS
- One device active all the time

## Let's Talk - Send me an SMS

- Information overload
- television
- Clothes en brands
- Money

# What children buy with their money

(maximum of 3 replies)

	<i>D</i>	<i>F</i>	<i>I</i>	<i>S</i>	<i>UK</i>
	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>
<i>CLOTHES, SHOES</i>	12	17	16	18	17
<i>TOYS</i>	36	32	24	36	37
<i>FOOD IN GENERAL</i>	39	31	19	42	33
<i>MAGAZINES, BOOKS</i>	48	37	27	47	43
<i>MUSIC, CDs</i>	24	27	16	19	27
<i>COLLECTION ITEMS</i>	27	8	22	33	9
<i>VIDEO CASSETTE/DVDs</i>	10	12	9	11	9
<i>VIDEOGAMES</i>	27	34	28	36	39
<i>PHONE CARDS</i>	13	6	15	7	10
<i>TICKETS FOR THINGS</i>	5	4	3	3	2
<i>NONE OF THESE</i>	8	22	26	8	14

Base: 500 per country



Millward Brown

# The BRANDchild research

- Millward Brown Kidspeak database (100k per annum; 35 markets)
- WPP BrandZ Database - 20.000 brands
- Desk Research
- Custom research:
  - ↳ Qualitative
  - ↳ Quantitative - 2000+ tweens 7 markets
- 450 Millward Brown Researchers.

😊 Look mum...they have McDonalds here too 😊



Quote from 3 year old on  
arriving in USA for first time



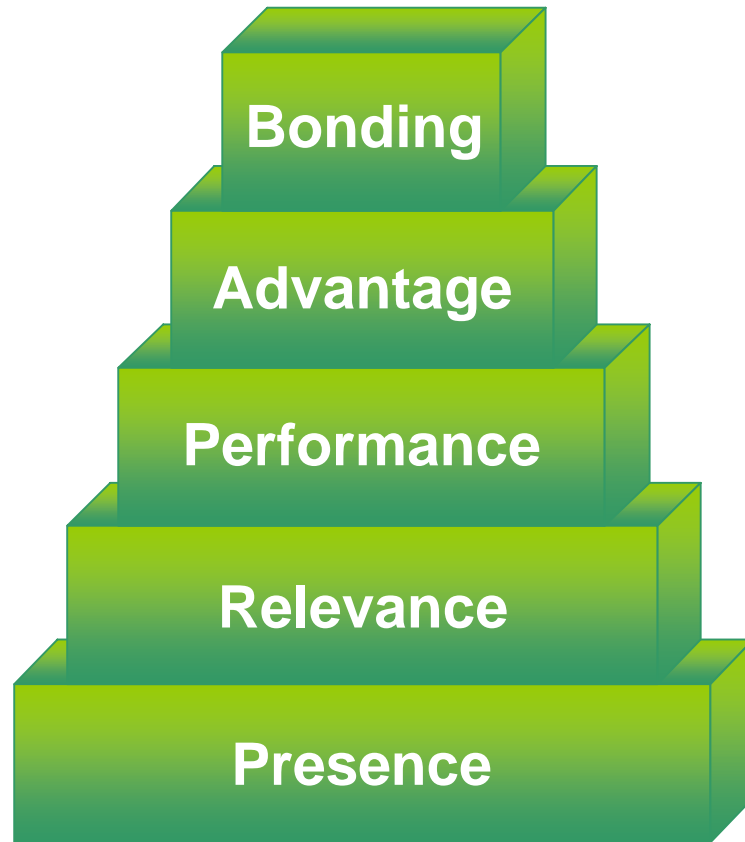
Millward Brown

# Why kids and brands are in love

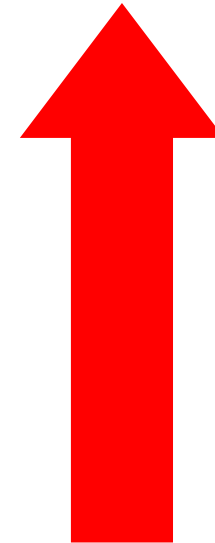
- Corporate logos: 6 months
- Brand name requests: Age 3
- Brand values: Age 10
- Loyalty increases: Age 11+



# How loyal are teens?



High brand loyalty



Low brand loyalty

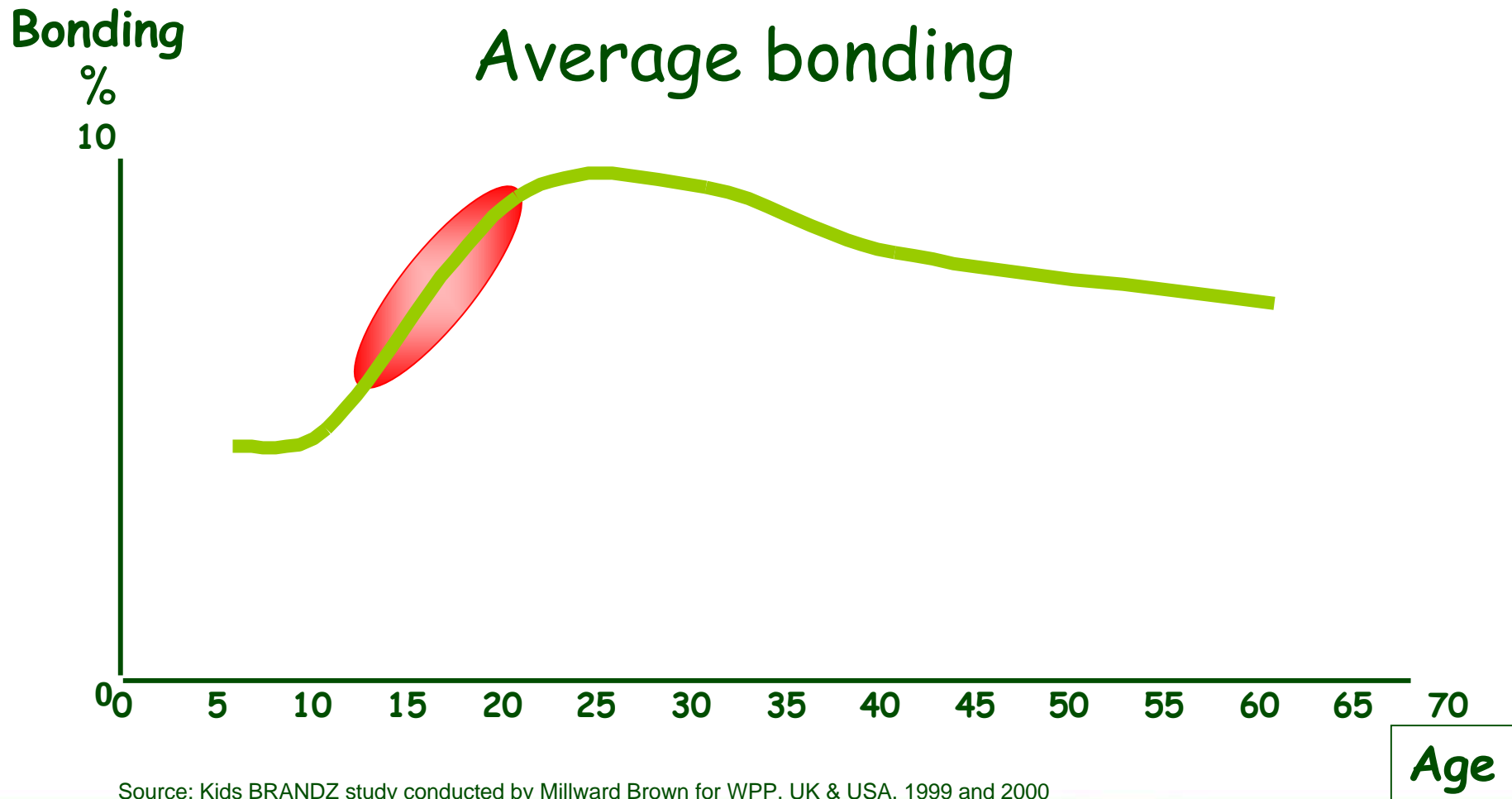
*... 40% less loyal than adults*

Source: Millward Brown



Millward Brown

# Brand loyalty increases sharply from age 10



Source: Kids BRANDZ study conducted by Millward Brown for WPP, UK & USA, 1999 and 2000

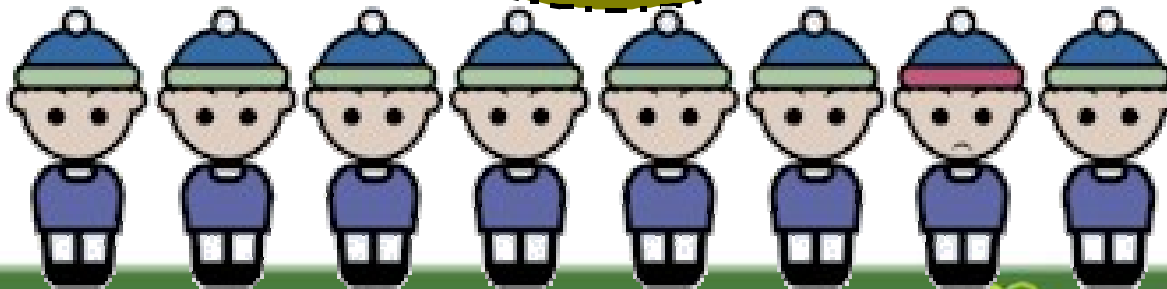
# Loyalty and telecommunication

- Switch behaviour
- Hardware supplier vs provider

# So what drives TWEENS loyalty?



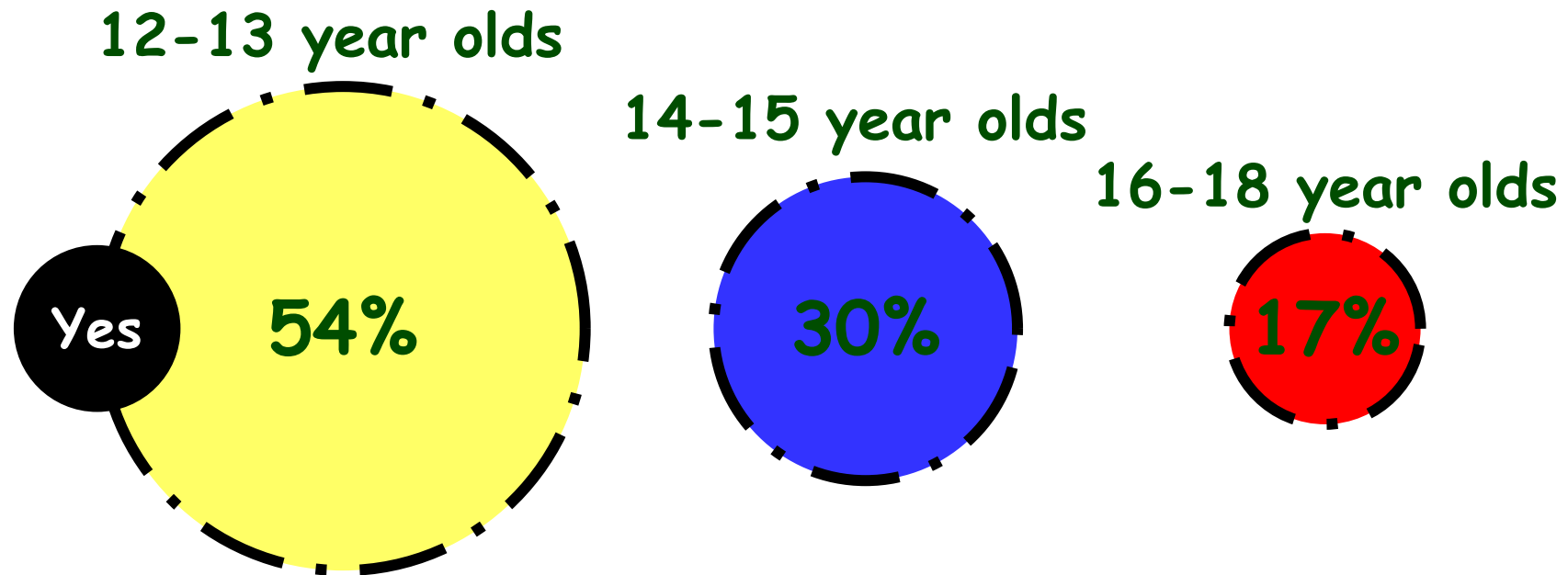
😊 We want to be different...together 😊  
Peer pressure drives loyalty



Source: BRANDchild survey data, Millward Brown 2002

# Fish streaming

*Do you sometimes feel pressure to buy certain products, such as clothes, shoes, CDs, or anything else, because your friends have them?*



Source: The Center for a New American Dream, 2002 Youth Survey

# Purchases for which they ask their friends' opinions

	<i>D</i> %	<i>F</i> %	<i>I</i> %	<i>S</i> %	<i>UK</i> %
<i>SHOES/TRAINERS</i>	11	13	15	13	17
<i>CLOTHES/ACCESSORIES</i>	20	26	19	16	23
<i>MOBILE PHONES</i>	20	13	24	18	21
<i>MUSIC, CDs</i>	35	33	34	38	36
<i>DVD's/ VIDEOS</i>	26	31	25	28	33
<i>COMPUTER/CONSOLE VIDEOGAMES</i>	40	32	19	57	39
<i>TOYS</i>	26	32	42	37	28
<i>COSMETICS, BEAUTY PRODUCTS</i>	10	8	11	5	12
<i>BOOKS AND MAGAZINES</i>	24	21	30	32	22
<i>COMPUTER HARDWARE &amp; SOFTWARE</i>	17	10	15	15	13

Base: 500 per country

# Brand allegiances can last a lifetime

7 - 10  
year olds

11 - 14  
year olds

Adults

Fast foods



Sports clothing



TV media



Soft drinks



Chocolate bars



Cereals



Source: BRANDZ conducted for WPP



Millward Brown

# Tweens bond to adult brands

% of kids bonded



New Mini



13

8

15

Ford Focus/T



0

15

3

VW Golf



12

8

6

New Beetle



12

9

7

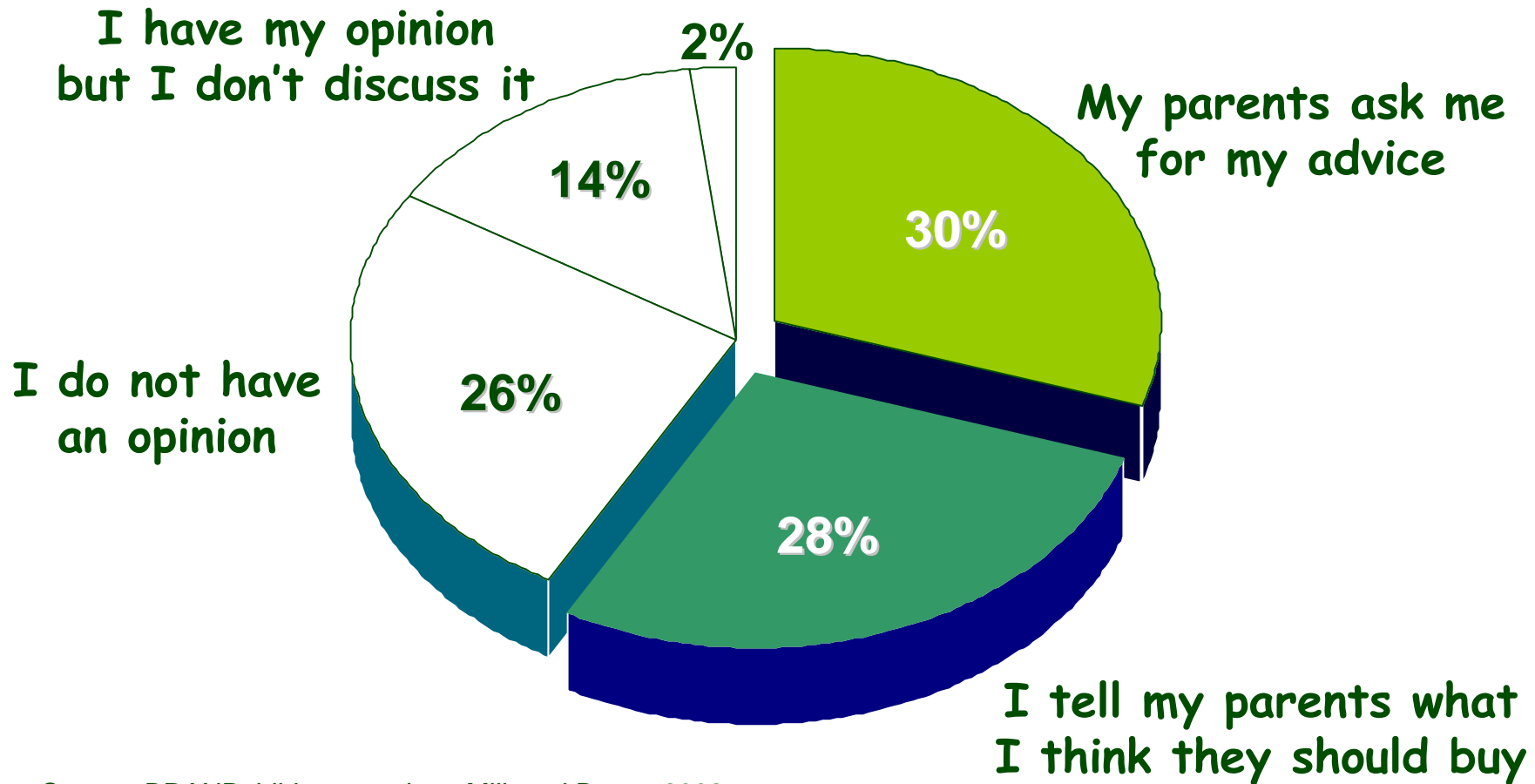


# Should all marketers consider a tween strategy?

- Snacks YES
- Confectionery YES
- Breakfast cereals YES
- Computer games YES
- Stereos YES
- Fast food YES
- Soft drinks YES
- *Mobile Phones* ???



# YES! Kids influence adult purchases more than we ever knew!



Source: BRANDchild survey data, Millward Brown 2002

# The influence on purchase choices of parents (unlimited number of replies)

	<i>D</i> %	<i>F</i> %	<i>I</i> %	<i>S</i> %	<i>UK</i> %
<i>FOOD</i>	40	50	43	37	39
<i>MOBILE PHONES</i>	21	19	17	17	33
<i>CARS</i>	9	12	12	8	20
<i>COMPUTER AND RELATED PRODUCTS</i>	23	24	21	19	33
<i>TV AND RELATED PRODUCTS</i>	13	12	20	23	23
<i>CLOTHES, SHOES</i>	44	56	44	50	43
<i>RESTAURANTS, FAST FOOD PLACES</i>	21	29	16	31	23
<i>PERFUMES, COSMETICS, DEODORANTS</i>	13	17	11	12	17
<i>NONE OF THESE</i>	23	13	17	27	15
<i>AVERAGE No. OF ANSWERS PER RESP.</i>	1,8	2,2	1,8	2	2,3

*Base: 500 per country*

# So what should you do?

Find out where your brand is.

To what extent do tweens have an influence over it?  
It's likely to be bigger than you think...

**Influence  
parents**  
eg travel, cars,  
telecommunication

**Want it for  
themselves**  
eg toys, mobile  
games

**Aspire to it**  
eg premium fashion

**'Expert' users**  
eg mobiles, PCs



# Marketing to tweens



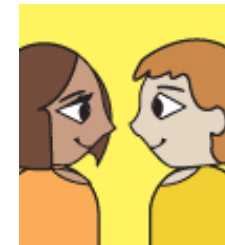
Presence



Evolution



Ethics



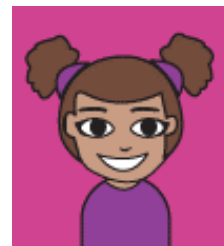
Peer-to-peer



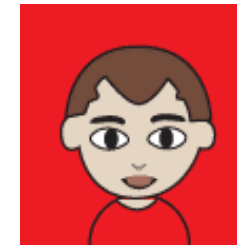
Belonging



*THE 5  
SENSES*



*THE 6  
DRIVERS*



Millward Brown

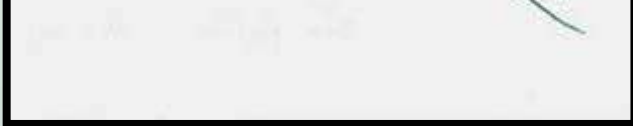
# Marketing to tweens

Ur gna av2lrn2spk2  
em ina lang d@s chgin





BRANDchild



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